

Planning

We are behind the game on this project, like a house ongoing maintenance is essential. Best case scenario- we losing business, worst case scenario we are confronted with completion that has a slick site with automation and ecommerce. I have outlined a plan forward for ongoing work on the truframe site.

Phase one Development

- Budgeting
- Design
- Building the team

Before we launch a site it is important we lay out the design and the resources. It would be prudent to let those dealing with our customers that we are building a site. It would also be wise to determine the cost before we launch. Companies also lay out the design of the site on a large board such as a chalk board or a bulletin board. Navigation through the interface should be as efficient as possible. We should also gather feedback from sales and those dealing with customers. It would also be wise to compare our interface with the sites of our competition.

Phase Two Publishing

- Launch the site
- Introduce our site with the customer base
- Feedback and suggestions

After good planning and well thought up design we should launch our site. This step should be seamless. We should travel with salesforce visiting our customers and directing them through the site. We should also note comments and feedback.

Phase three Ecommerce

- Purchasing our distributed items on-line

A website is an ongoing effort. As well as providing information about our products a web site can be more and more involved in aspects of operations. Considering allowing customers to purchase our distributed products would allow us to pick up more business as well as new business. Those Demographics who normally like buying on-line on sites such as CRLaurence would consider our products and services.

Phase four Automation

- Access to our databases by our customers

Allowing our customers to log in and view their account information and statements will be a common practice in very short period of time; we should consider this to eliminate costs and provide an added service to our customers. We never thought a simple fax machine would replace one or two Customer Service Representatives, but it has. Technology will soon eliminate labor costs while providing 24-7 access to our statements and invoices by our customers. This is a future endeavor that should be

investigated, and planned for the future. Currently I am working on a data base called MySQL that allows access to information like that information placed on an excel spreadsheet. I will be able to access this data from the web at any location.

Management Team

Project Manager

- Reviewing the work
- Budgeting

Client side Manager

- Details about the interface
- The design
- Dealing with marketing aspects

Server side manager

- The network
- Database management
- Server side scripting

Client side manager

The client side manager is responsible for the overall interface. The design and dealing with all aspects of marketing. Every aspect of how the customer navigates through the interface will be managed by the Client side manager. He assures the side will look similar to all the company literature, and that the design will fit in with everything we publish. All aspects of feedback from our customers and our customer service representatives will be managed by the Client Side Manager.

Server side manager

The server side manager is responsible for files on the server. He is responsible for the network that supports the web site. He should be responsible for all aspects of networking, scripting and basic computer operations such as operating systems such as the linux operating system. Most of the coding that connects the company to the site will be managed by the Server side manager.